

V.V. Tsarkevich, S.N. Gikis
Pyatigorsk State University
Pyatigorsk, Russia

THE ESSENCE OF THE CONCEPT OF TERRITORY PROMOTION AND ITS ROLE IN PUBLIC RELATIONS

Abstract: The article considers the category of territory promotion and highlights its essential features and markers. A special object of the study is the PR-tools that are appropriate to use when promoting the region.

Keywords: territory promotion, PR, PR – tools, territory marketing.

В.В. Царикович, С.Н. Гикис
Пятигорский государственный университет
Пятигорск, Россия

ПОНЯТИЕ ПРОДВИЖЕНИЯ ТЕРРИТОРИИ И ЕГО РОЛЬ В СВЯЗЯХ С ОБЩЕСТВЕННОСТЬЮ

Аннотация: В статье рассматривается категория продвижения территории, выделяются ее существенные черты и признаки, особым объектом исследования стали PR-инструменты, которые целесообразно использовать при продвижении региона.

Ключевые слова: продвижение территории, PR, PR–инструменты, маркетинг территории.

Today, the territory is one of the most important socio-economic resources, which predetermine the prospects for regional development.

Under conditions of instability of the world economy, the problem of effective and adequate policy of the region, which would be aimed at attracting investments and improving the economy, arises. It is known that investment resources are distributed unevenly across the world, national and local economies – up to 90% of them are collected by the world (international) economy, about 7% – by national economy, and only 3% of them are invested in local economic projects. It is obvious that, if the region intends to foster regional development, it will receive the necessary resources at the global economic level. Therefore, cities and regions are actively seeking to attract a certain share of international capital for their development, focusing on their unique, individual characteristics. At the same time, this territory will be compared with other regions of the world. The economy can develop in different directions: government incentives, reform, etc. One of the most relevant solutions to this problem is the territory promotion.

The concept of Territory Promotion is carefully studied by many Russian scientists. As a priority, we focus on the works of Vazhenina I.S., Atayeva T.A., Vazhenin S.G.

Marketing and branding are essential for territory promotion. Marketing considers the territory as a whole, both outside and inside its borders, and aims at creation, separation, effective promotion and development, as well as at the use of the competitive superiority of a certain territory in its interests as a subject. Branding is a mark created on the basis of the name, logo and associative series; it is a combination of the functional and emotional characteristics of a territory that exist in the consciousness and subconsciousness of the target audience, determining the individuality of a given territory and stimulating «consumer» preferences of a certain group of people.

In order to implement its target orientation, territorial marketing, together with territorial branding, develops a set of measures that ensure the expansion of the areas of participation of the territory and subjects in the implementation of regional, federal and international programmes; the formation and improvement of the territorial image, the growth of its prestige, social and business competitiveness; enhancing the attractiveness of potential investments, the implementation of external resources on the territory; attraction of state and other external orders to the territory; stimulation of the use and acquisition of resources of the territory beyond its borders in its interests and to its benefit.

The object of the promotion is a certain territory, on which the subjects of territory promotion have an impact. The subjects are interested in the effective use of the competitive advantages of a particular territory - for tourism, for business, for life, for short-term stay. More specifically, it can be the level of infrastructure development, comfort, the value of effective demand and market size, the health and cultural potential of a territory, the availability of raw materials and different characteristics of the workforce (for example, the skill level of workers, the cost of labor, specialists of a certain profile), etc. There are also some subjects of territory promotion that stand out among others: consumers (users, buyers); products producers (services, goods, etc.); target groups (markets), «consumers of territories» can be divided according to a number of criteria, signs; the mediators are mass media, state authorities, etc.

In order to effectively promote the territory, it is necessary to use such modern tools as PR and advertising campaigns, the organization of which is an important and serious activity, which includes such parameters as the channels for promoting information, volumes, carriers, its optimal forms, temporary modes of its presentation and the definition of recipients.

General promotion is aimed at the dissemination of multi-purpose, general information, advertising mechanisms for creating an image, a description of investment projects with the expectation of the accidental appearance of investors and sponsors. The recipients in this case are not clearly defined, information is given to everyone. The effect of this advancement is often difficult to determine due to its blurring. Targeted promotion is defined, targeted promotion strategies are aimed at direct output and interaction with pre-identified and defined investors. Such promotion is much more effective.

The promotion channels are various instruments of influence on the target groups: the media (radio, television, the Internet, regional press, special and general magazines), regional exhibitions, advertising and mail-order sales, tax credits and other economic incentives, jubilee celebrations, etc. The means of communication are also announcements, brochures, presentations, and festive events. The main task is to make the right choice, to combine them correctly and to implement them effectively.

When implementing a project to promote a certain territory, a PR specialist draws attention primarily to the distinctive features of this region, including consideration of the interests of all social groups; customer orientation; changes in the structure of territorial administration

bodies through the creation of special services for the development and implementation of marketing programmes and outreach programmes; professionalism in the development and implementation of the marketing concept; coverage of the territory as a whole, including its cities and districts; intensive information on the interests of social groups, joint activities of the private and public sectors; orientation on the implementation of marketing concepts in life, for which the regulation, planning and control over the conduct of all marketing activities takes place.

Thus, based on the principles of territorial marketing, its main purpose is to create, change or maintain the intentions, opinions and behaviour of subjects – consumers of a territory by creating and maintaining prestige, attractiveness of the territory (place) as a whole, business activity in the territory, living conditions, and also the attractiveness of logistic, natural, labor, financial, social, organizational and other resources, as well as reproduction and the possibilities of resources implementation, focused on certain territory.

Vazhenina I. S. notes that the achievement of the goals is facilitated by the following tasks: the formation of a higher degree of fame; increasing the level of identification of citizens in their territory of residence; improvement and formation of the image of the territory, its prestige, social and business competitiveness; attraction of state and other external orders to the territory; increasing the participation of the territory and subjects in the implementation of regional, federal, international programs; increasing the attractiveness of potential investments, the implementation of resources for the territory; increasing the level of enterprise competitiveness and service sector of the region; stimulating the use and acquisition of the territory's own resources outside its borders on its own behalf and benefit; attraction of new enterprises to the region.

In accordance with the tasks to be solved, we will single out five main functions of territory marketing, which are analyzed in detail by Ataeva T.A.:

1) *organizational function*, involving strategic territorial development planning, the formulation of a territorial marketing activities plan in strict accordance with the results of marketing research, monitoring of results;

2) *analytical function* is focused on analyzing the opportunities of the territory's market, assessing competitiveness and studying its marketing

environment, analyzing and measuring the demand for disposable resources, market segmentation and selecting target segments;

3) *information function* creates marketing communications systems among various territorial marketing entities;

4) *social function* is aimed at the progressive development of the territory, increasing its importance in the world, country, region, improving the quality of life of citizens residing in this territory;

5) *management function* creates the conditions for the implementation of the marketing plan in terms of the territorial product (range, quality and quantity of the territory's resources demanded by its customers), the distribution of the territorial product (development of modern information technologies, transport communication, geographical location of the territory), the price of the territorial product (costs incurred by the consumers of the territory) and promotion of the territory (this is a PR and advertising campaign).

Thus, the promotion of the territory is one of the priorities of modern PR. Promotion improves and forms the image of the territory, contributes to the growth of the prestige of the region, social and business competitiveness, development of tourism, attracts investors, expands the participation of the territory and subjects in the implementation of various programmes, stimulates the use and acquisition of the territory's own resources beyond its borders in its interests and to its benefit.

REFERENCES

1. Атаева Т.А. Маркетинг территорий как инструмент социально-экономического развития региона // Теория и практика общественного развития. 2014. № 16. С. 106-108.

2. Важенина И.С., Важенин С.Г. Имидж и репутация как стратегические составляющие нематериальных активов территории // Экономика региона. 2010. № 3. С. 95-103.

3. Панкрухин А.П. Маркетинг территорий: зачем, кому и какой нужен маркетинг территорий/ А.П. Панкрухин // Энциклопедия маркетинга. СПб.: Питер, 2006. – 416 с.